

1. Pres.
✓ 2. Cuba

November 1, 1962

MEMORANDUM FOR THE PRESIDENT

The Cuban crisis has given the elections this year a particularly solemn and dramatic setting. Might it not be a good idea to capitalize on this by putting out a statement calling on the nation to show its gratitude for its democratic opportunities by voting in unprecedented numbers next Tuesday? Such a statement could have the useful secondary effect (from our viewpoint) of increasing the vote.

Perhaps something along these lines (if you hold a press conference, for example):

"Election Day in 1962 comes at a time when the world has stepped back from the edge of war. It provides the United States an unexampled opportunity to display the meaning of free elections in a society where people dare to disagree.

"Let us show the world how deeply we value our democratic processes by having the greatest possible outpouring of voters next Tuesday."

Arthur Schlesinger, Jr.